

Maryland Governor's Office on Service and Volunteerism

Program Staff Meeting

January 25, 2018

10:00 am – 12:00 pm



Agenda

- Welcome
- Service Year Alliance Best Practices awards (Playworks, CMC)
- Thread's mobile tracking app
- What to expect from monitoring site visits
 - Some key findings so far
- Creative outreach and recruitment (CAC)
- Issue for discussion: Member retention (The Literacy Lab)
- Communications updates
- Policy on members' teleservice
- Prohibited activities (COAT)
- NSCHC Reminder
- Open Qs/As
- Closing



2017 Service Year Alliance Best Practices Awards!

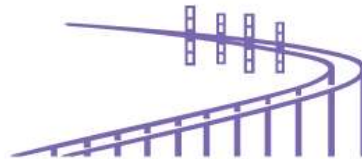


- Playworks – Joy Lawson



PLAYWORKS

- Community Mediation Corps – Hope Braveheart



COMMUNITY MEDIATION MARYLAND

your conflict, your solutions

For more info about the awards: <https://tinyurl.com/y984k2a2>



CHANGING
Maryland
for the Better

Governor's Office on
Service & Volunteerism

Thread's mobile tracking app



- Nick Greer, Thread



LAUNCH!



Looking for threadSHARE??

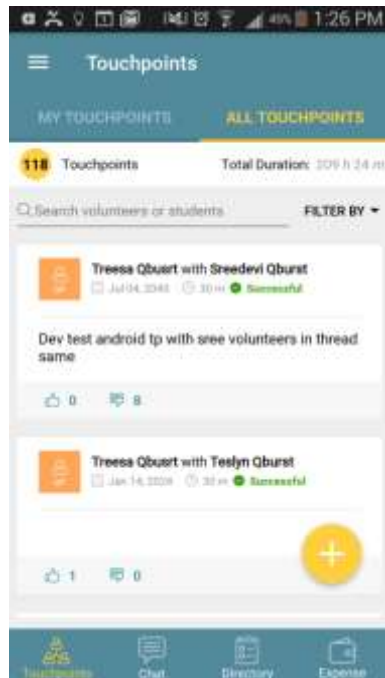
Thread has a **new app**
where you can record
touchpoints with
students, chat with your
family and more!!

Download it to your
phone using either the
Android or iPhone link
below, or on the web at

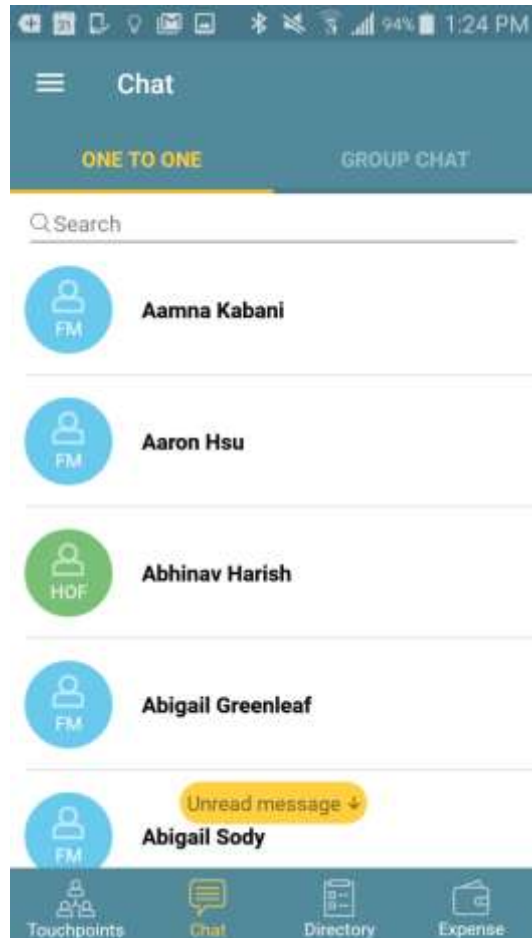
app.thread.org



TouchPoints



Chat



Expenses

Touchpoints

MY TOUCHPOINTSALL TOUCHPOINTS

1 TouchpointsTotal Duration: 0 h 30 m

Search volunteers or studentsFILTER BY

GP

Test GP1 with Thread1 Student

Sep 22, 201630 mSuccessful

Had lunch together

0

0

ADD EXPENSE

+

Touchpoints

Chat

Events

Expenses

Expense Details

Expense Amount: \$15.00Pending

GP

Test GP1 with Thread1 Student

Sep 22, 2016Test GP1

Lunch at Chipotle

Amount Requested \$15.00

Amount Approved \$0.00

Category Food

Payment Method Check

* The approved amount will be reflected only after staff confirmation

Thread1 Student


Thread1 Family

Split Amount 15.0

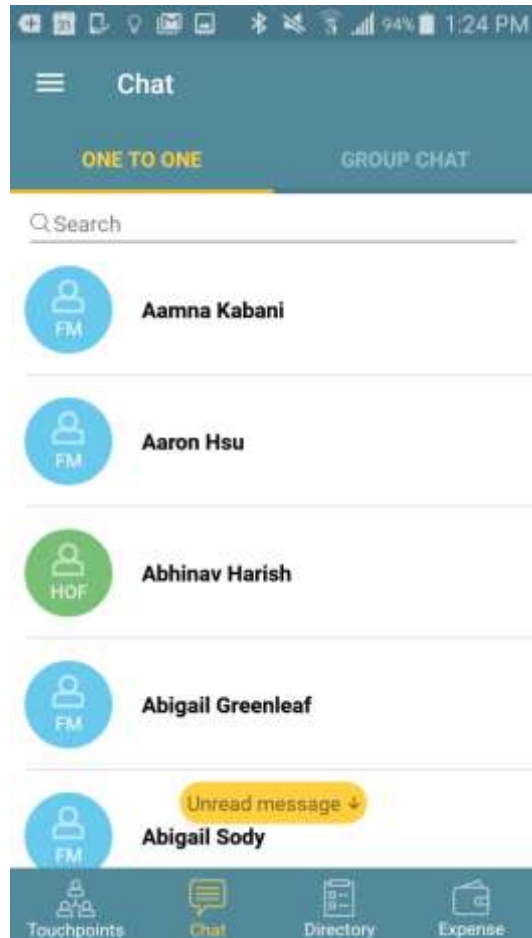
Finalized? No

Notes

Notes

20160727_130718.jpg (1.87 MB)
DOWNLOAD

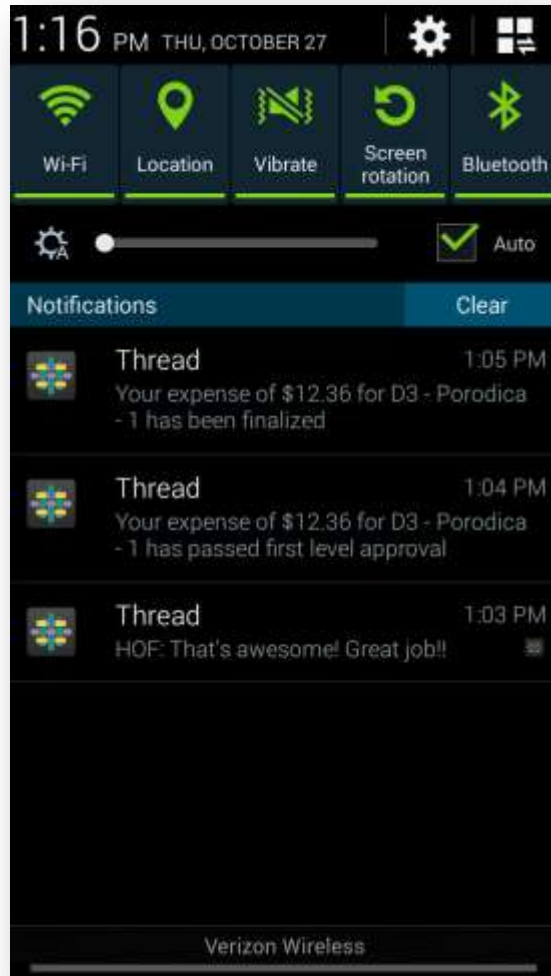
Chat



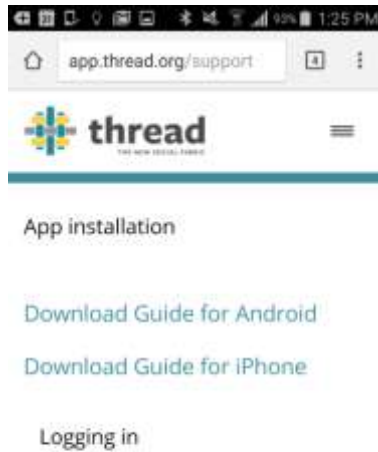
Dashboard



Notifications



Support



Monitoring Site Visits



- Erin Green and Sarah Kim, GOSV



Governor's Office on
Service & Volunteerism

What To Expect



- Full-day site visit
- Site tour (GOSV interviews member or members, interviews Site Supervisor if applicable, observes members serving if possible)
- Lunch break (GOSV staff typically go offsite)
- Programmatic Systems Review
- Report issued within 30 days; program response required within 30 days

Member Files Must Include



- Single-page GOSV member file checklist (provided with pre-award templates)
- Verification of member orientation and training (agenda or summary of agenda)
- Member application, signed and dated
- Member position description
- Up-to-date member timesheets

Creative outreach and recruitment



- Community Arts Collaborative – Sarah Edelsburg





Recruitment Strategies

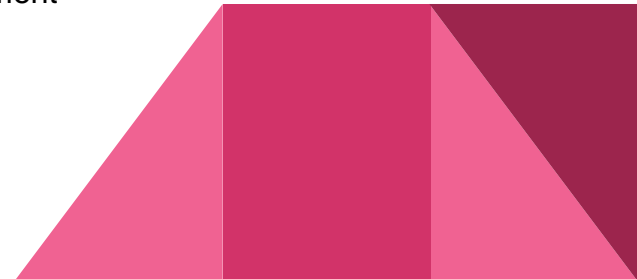
Trying New Approaches for Recruiting AmeriCorps Members

Sarah Edelsburg

Community Art Collaborative (CAC) Program
At the Maryland Institute College of Art (MICA)

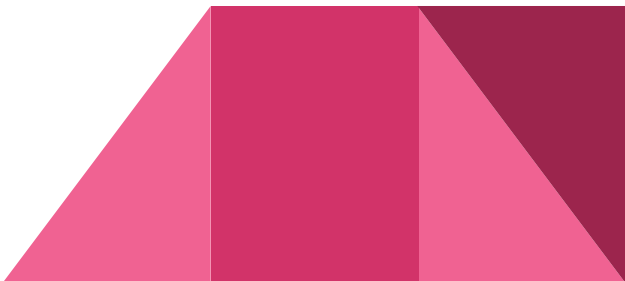
Trying to Define Your Target Audience

- **Who is likely to be interested in serving in your AmeriCorps program?**
 - AmeriCorps programs can be attractive to many ages and demographics, but what specifically makes your program attractive?
 - Meaning, why do you think someone should agree to make only \$13,000 a year, to do your program?
- **To name a few, AmeriCorps programs can offer:**
 - Professional development in specific fields
 - Experience in teaching
 - Experience in supervision and project management
- **Obviously, we also know that AmeriCorps programs have many benefits:**
 - The Segal Education Award
 - Free healthcare coverage (for full-time members)
 - Access to the AmeriCorps network, during the program, and as an alum
 - Resources available at each program (for example, at MICA, members can borrow books from the library and rent tech equipment from the Tech Center)
 - Opportunities to also learn from peers, and work/learn in a cohort environment



What CAC tried this past year

JOB POSTINGS

- **We created a basic job description for the Community Art Collaborative, that looked more like a job description you would find on Idealist or Indeed.**
 - We mentioned that the position was an AmeriCorps position, but the content of the description was very focused on the actual work.
 - We usually listed the position as full-time/temporary, so people would understand that it was a year-long position. When possible, we mentioned that there was a stipend, instead of a salary.
 - **We posted this job description on all the Career Center websites for universities in Baltimore, around Maryland, in Washington DC, and even in Philadelphia.**
 - For the Baltimore area, this included: Goucher, Loyola, Coppin State, Morgan State, Stevenson, Johns Hopkins, and MICA.
 - **We also posted the position on a few local job listing websites, such as the Greater Baltimore Cultural Alliance (GBCA) “Jobs Plus” listing.**
 - GBCA is more intended for arts-related positions, and, the Site requires any employer to pay for an account. Luckily, MICA already had an account that we were able to use.
- 

What CAC tried this past year

SOCIAL MEDIA

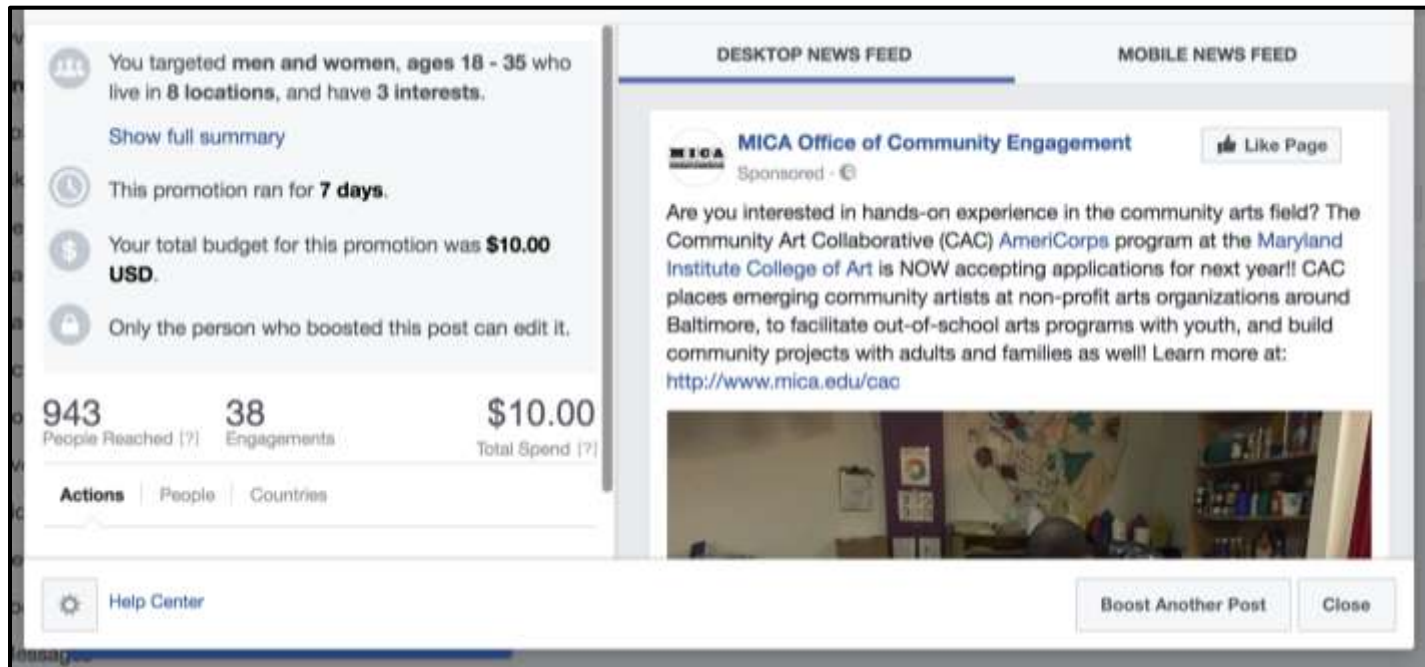
- I created an image to promote the program and the opening of our applications. Then, we shared this image on Facebook and Instagram, and through email blasts.
- I also posted the job description and the image on several relevant Facebook groups in Baltimore City:
 - Facebook groups for the local art community
 - MICA Alumni Facebook groups
 - MICA Career Center Facebook group
- Many people saw the postings in these groups, and shared the opportunity within the local Baltimore arts community.



What CAC tried this past year

Facebook Promotions

- We also posted on Facebook with other images, and then paid for Facebook “promotions” to “boost” the posts:
 - To “boost” the post for 7 days cost only \$10.00. I believe we did this twice, for the two weeks leading up to our application deadline.



Member retention strategies



- The Literacy Lab –
 - Sarah-Rose Dorton and Rudi Zelman
- Valerie Staats, GOSV





Retention: Preparing for the Program Year

1. Review applications, conduct interviews, and make offers until all available positions are filled
2. Additionally, candidates who apply after positions are filled or who we may want to see in a training setting before extending an offer receive an “alternate offer”
3. We anticipate, based off of prior program years, that we will lose around 10% of members within the first two months of programming
4. At our initial pre-service Institute we train our accepted and onboarded members as well as our alternates



Retention: Ongoing Refill of Slots

Not all of our original alternates are able to fill positions that open up due to a number of circumstances: commute to available placement site, accepting a different full-time position, etc. Therefore, we:

1. Keep our application live on our website until January
2. Continue interviewing possible alternate candidates
3. Schedule additional make-up institutes throughout the fall to plug alternates into if the need arises
4. Conduct make-up trainings even if no slots have opened up, so that we are fully prepared for a quick re-fill turn-around if a member does leave



THE LITERACY LAB





Retention: Alternate Participation in Training

We want alternates to have the same authentic experience as accepted members and hold them to the same standards during training.

- They receive the same materials (for temporary use during training)
- They are paid for their time: if they are not immediately hired into a position they get a stipend for the time they attended training
- Practice and train with the same trainers and coaches
- We clearly communicate expectations of the possible full-time position as well as the circumstances of the alternate position so that the candidates are well informed



Retention: Transition to Service

- Once a position opens up, we reach out to our top-choice alternate candidate(s) to confirm availability.
- If they are available we start the onboarding process: sending them enrollment and background check paperwork; confirming site placement, etc.
- Program staff will bring the new member in for a “refresher orientation conversation” and assess needs for re-training depending on how much time has lapsed since the original training
- Member is thoughtfully connected with other members at their site and in the cohort as well as their coach and site supervisor



THE LITERACY LAB





Retention: Engaging Members in their Ongoing Development

Members play an active role in selecting what development opportunities are offered throughout the year.

- At the beginning of the year our 2nd-year members generate a list of topics that they think might interest the group
- Then they send out a survey to the whole cohort with the list of possible topics for members to vote on
- Once the list is curated, 2nd-year members work with program staff to develop content and partner in parts of the content delivery
- At the end of each session, we have participants fill out a brief evaluation/feedback form



Retention ... advice from many:

- Training is important for member retention.
- Familiarize your members with the difference between service and a job.
- Instill the notion that service is about helping others and meeting critical community needs.
- Find ways to remind members why their service matters.

Retention ... more:

- Enforce policies consistently – all the members are watching.
- Cover and reinforce tangible member benefits, the living allowance, and the ed award.
- Track how members are doing, check in regularly on whether they find their service challenging, engaging, fulfilling.

Retention ... more:

- Give members a voice in choosing service activities and projects.
- Give them a sense of program ownership.
- Identify what members like to do and are good at
 - use this during trainings, cohort meetings, etc.
- Give them a chance to try different tasks and roles.
- Get them involved in ways that make them feel like they belong to the group.

Retention ...

- Make sure that members have service assignments that fit their skills.
 - Make service meaningful and reinforce the difference their service makes.
 - Remind members whose lives they are impacting and how.
- Ensure that site supervisors are adequately trained.

Retention ...

- Proactively address members' needs and problems.
 - Identify problems quickly and offer support.
 - Stay in regular contact with site supervisors.
 - Consider identifying mentors for members who need help.
- Use the Member Assistance Program (through ASC) – offers on-demand telephone counseling, e.g.

Retention ...

- Facilitate social gatherings for members.
- Recognize members' service in various channels and at events.
- Celebrate their accomplishments, personal milestones, and achievements.



Retention ... the end!

- Offer certifications that members can earn as a result of their service year with you, e.g.
 - CPR
 - continuing education credits
 - First Aid
 - Mental Health First Aid (for Adults assisting Young People)
 - Naxolone administration
 - Other certifications that relate to your program

Communications Updates ...



- AmeriCorps Week will now officially be the second week of March starting on Sunday for future years to come. This year it is March 11-17. The **AmeriCorps Ice Cream Social** is March 12.
- **Black History Month Community Leaders Awards** – nominate by 2/7 at midnight
bit.do/bhmawards
- **2018 CNCS Communications Toolkit** (access it on the subgrantee resources page on our website)

2018 Communications Toolkit



Social Media

- #GetThingsDone is the new hashtag to use on social media. CNCS seems to be moving away from #AmeriCorpsWorks and #GettingThingsDone, so stray away from using those moving forward.
- Make sure to tag @AmeriCorps, @NationalService, and @MarylandGOSV in all posts related to programs/projects where members are present, and use the hashtag.

2018 Communications Toolkit



Engaging the media and elected officials

- Still looking for something cool to do for AmeriCorps Week? Reach out to an elected official to serve as an AmeriCorps member for the day. Spread the news and reach out to media to get publicity for your program.
- Make sure to use all streams of communication (newsletters, social media, email, blog, press release, letter to the editor, etc.) to the public you already use to announce your AmeriCorps grant award each year and talk about the ways AmeriCorps members make a difference for your community.

2018 Communications Toolkit



Submitting events to the GOSV and CNCS

- **GOSV:** Submit your programs' event to our survey at bit.do/gosvevents, so that we can promote and arrange to possibly attend.
- **CNCS:** New form online that allows programs to submit events that you'd like CNCS to promote and attend if possible **at least three weeks in advance.**
bit.do/cncscommunications

If you submit an event to CNCS, please be sure also to submit to GOSV as well.

2018 Communications Toolkit



Submitting photos to the GOSV and CNCS

- **GOSV:** Email your photos to Lola at rafiat.abdulai@maryland.gov
- **CNCS:** Create a Flickr account and upload to CNCS Flickr album bit.do/cncscommunications
- CNCS emphasizes using action shots of members doing service in marketing photos, rather than photos depicting members not engaged in service (i.e. eating, relaxing)

2018 Communications Toolkit



- Photos should be shareable to the public. Do not share photos where release isn't granted from members and youth under 18. Ideally, you should have approval of everyone in the photos you share (and send to us to share) publicly, but CNCS does not have a national policy for this.
- If you have trouble getting photos or if you have a lot of photos with individuals in them that do not want their photos shared publicly, feel at liberty to re-create photos and scenes.
- Find the CNCS event form, Flickr page, & other comms resources on CNCS's **Communications Resource webpage** at bit.do/cncscommunications

Teleservice for members ...

- Kerry Ose, GOSV



GOSV Teleservice Policy



Based on:

- Existing AmeriCorps guidance
- Best practices of other state commissions
- Your experiences and feedback
- GOSV monitoring findings



New Information

- You will receive a policy memo from GOSV.
- Programs will be required to submit teleservice policy to GOSV.
- Teleservice will be closely monitored in upcoming timesheet audits.
- Additional documentation and verification may be requested.

Prohibited activities



- Van Brooks, GOSV
 - In an election year, pay special attention to:
 - Get Out the Vote activities – prohibited
 - Giving the appearance of advocating for a candidate, legislation or public policy
- Stephanie Hutter-Thomas, COAT in Western Maryland
 - Graphic image for use on various platforms





AMERICORPS PROHIBITED ACTIVITIES 2017-2018

Prohibited Activities: While charging time to the AmeriCorps program, accumulating service or training hours, or otherwise performing activities supported by the AmeriCorps program or CNCS, staff and members may not engage in the following activities (see 45 CFR § 2520.65):

1. Attempting to influence legislation;
2. Organizing or engaging in protests, petitions, boycotts, or strikes;
3. Assisting, promoting, or deterring union organizing;
4. Impairing existing contracts for services or collective bargaining agreements;
5. Engaging in partisan political activities, or other activities designed to influence the outcome of an election to any public office;
6. Participating in, or endorsing, events or activities that are likely to include advocacy for or against political parties, political platforms, political candidates, proposed legislation, or elected officials;
7. Engaging in religious instruction, conducting worship services, providing instruction as part of a program that includes mandatory religious instruction or worship, constructing or operating facilities devoted to religious instruction or worship, maintaining facilities primarily or inherently devoted to religious instruction or worship, or engaging in any form of religious proselytization;
8. Providing a direct benefit to— a. a business organized for profit; b. a labor union; c. a partisan political organization; d. a nonprofit organization that fails to comply with the restrictions contained in section 9 501(c)(3) of the Internal Revenue Code of 1986 related to engaging in political activities or substantial amount of lobbying except that nothing in these provisions shall be construed to prevent participants from engaging in advocacy activities undertaken at their own initiative; and e. an organization engaged in the religious activities described in paragraph C. 7. above, unless CNCS assistance is not used to support those religious activities
9. Conducting a voter registration drive or using CNCS funds to conduct a voter registration drive
10. Providing abortion services or referrals for receipt of such services; and
11. Such other activities as CNCS may prohibit.

AmeriCorps members may not engage in the above activities directly or indirectly by recruiting, training, or managing others for the primary purpose of engaging in one of the activities listed above. Individuals may exercise their rights as private citizens and may participate in the activities listed above on their initiative, on non-AmeriCorps time, and using non-CNCs funds.

GOSV Policy: Grantees must include a copy of, and training on, the AmeriCorps prohibited activities in member and site supervisor orientation/training at the beginning of the year. Compliance with the prohibited activities must be monitored throughout the program year.



Governor's Office on
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NSCHC reminder ...



- On time, every time, all the time.
- One staff person per program must have current NSCHC Certificate on file with GOSV, but ..
- More than one staff person having the Certificate is a best practice, especially because ...
- There shouldn't be gaps in coverage due to lapsed certificates – ladder your Certificate expiration dates so one is always current.
- <https://www.nationalservice.gov/reqCHCtraining>



Governor's Office on
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Your turn ... Qs/As ...



Thank you for your time!



- Please complete the very quick (3-question) follow-up survey you will receive from Ready Talk when you sign off the call – it pops up.
- Next quarterly program staff meeting:
 - **Thursday, April 26, all day, location:**
 - **1500 Union Avenue, Baltimore City**

